

Amended Claims:

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7 [amended to include the limitations of independent claim 1 and dependent claims 5 & 6) **A**

display system, for displaying products, said display system including:

a back;

a plurality of hook sockets on said back;

a plurality of plug-in display hooks, each hook mountable to any socket of the plurality, said hooks for hanging the products of various product widths by spacing the hooks, as the product widths require, among the sockets;

each said hook having a front end distal from the sockets;

said back having a header socket;

a header module adapted to plug into the header socket;

said plug-in header module having a display window for product descriptions and pricing; and

said plug-in header module extending forward to the front ends of the hooks, for displaying the display window, visually unobstructed by the products;

the hook snap has a ball, and

said ball snaps into one of the a hook sockets which are cooperatively designed to receive said
hook snaps;

the hook snap also has a pedestal;

there is a gap between the ball and the pedestal;

the socket has within a compression member, for squeezing the ball as the ball is inserted into the
socket, which ball thereafter snaps open, locating the gap at the compression member, and thereby
holding the hook snap securely in the hook socket,

with the pedestal providing firm contact with inner walls of the hook socket thereby strongly
supporting the hook.

8.(original) A display system, according to claim 7, in which:

a ridge provides a slightly deformable friction surface to provide a tight fit between the hook snap
pedestal snap and the inner walls of the hook socket.

9.(original) A display system, according to claim 8, in which:

an orientation tab on the pedestal cooperates with a correspondingly shaped slot on one of the
inner walls to facilitate proper orientation of the hooks on insertion.

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Amended) A display system, for displaying products, in which said displayed products protrude forward to a display plane, said display system including:

a back;

said back having a header socket;

a header module adapted to plug into the header socket;

said plug-in header module having a display window for product descriptions and pricing; and

said plug-in header module extending frontward to the display plane, for displaying the display window, visually unobstructed by the products;

the header module includes a pair of the plugs which fit into a pair of the header sockets;

snap tabs on the plugs are spring biased to snap into the header sockets;

the snap tabs each have a pins;

the header sockets each have slots;

the pins spring up into slots, which receive the pins and lock the header module in place on the back;

a secondary header protrudes from the header,

in which, on the header:

a bulbous clear cover has a front cover portion;

the front cover portion mates to a back cover;

back cover snaps behind the front cover;

two cover pins protrude from the ends of the back cover;

the cover pins snap into two frame holes on a frame of the header;

said covers then define a location into which header information on card stock can then be slipped between the front cover and the back cover.

15. (amended) A display system for displaying products, said display system including

a back;

a plurality of hook sockets on said back;

a plurality of plug-in display hooks, each hook mountable to any socket of the plurality, said hooks for hanging the products of various product widths by spacing the hooks, as the product widths require, among the sockets;

each said hook having a front end distal from the sockets;

said back having a header socket;

a header module adapted to plug into the header socket;

said plug-in header module having a display window for product descriptions and pricing; and

said plug-in header module extending forward to the front ends of the hooks, for displaying the display window, visually unobstructed by the products;

in which, on the header:

a bullnose clear cover has a front cover portion;

the front cover portion mates to a back cover;

back cover snaps behind the front cover;

two cover pins protrude from the ends of the back cover;

the cover pins snap into two frame holes on a frame of the header;

said covers then define a location into which header information on card stock can then be slipped between the front cover and the back cover.